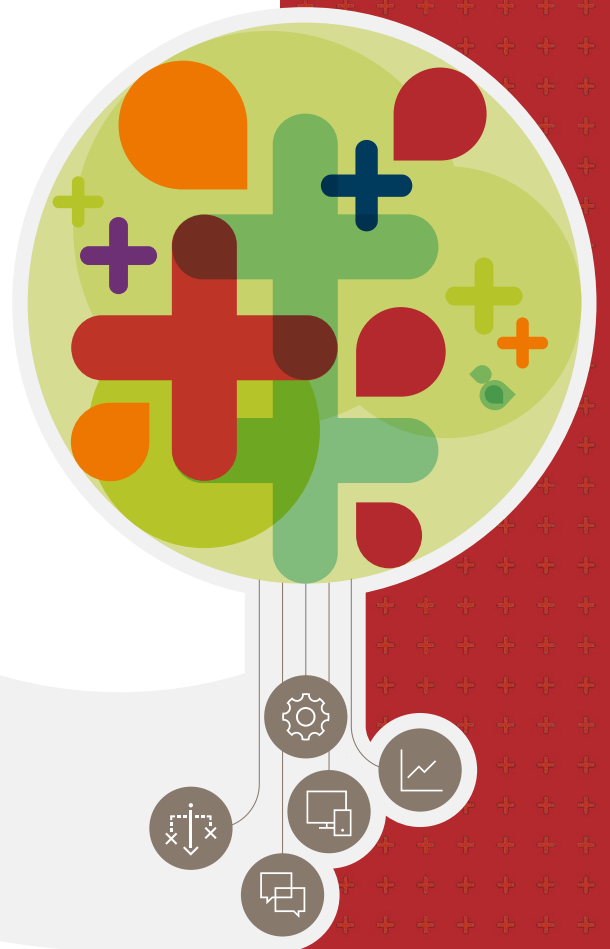# CIVICPLUS®

ACHIEVING YOUR VISION

ASHEVILLE,
NORTH CAROLINA

JOHN PUGH
REGIONAL SALES MANAGER

February 12, 2016

Christy Edwards
Web Content Manager
City of Asheville
70 Court Plaza
Asheville, NC 28802

RE: Price Proposal for Website Redesign Services

Dear Ms. Edwards:

Meeting the expectations of citizens is at the core of civic responsibility. Finding that perfect blend of functionality, ease of maintenance and citizen engagement can be daunting. Asheville's "what I want, when I need it" population is all about digital and timely responses. Saving time and money and increasing citizen satisfaction is every government entity's goal. How do you achieve both? It's easy with CivicPlus—we help you achieve your vision of success.

CivicPlus will improve the city's ability to provide the community with an intuitive, functional, user-friendly and attractive website. CivicPlus has a distinctive website and with feedback and creativity from Asheville, blended by the designers, we will capture the character and uniqueness of Asheville. CivicPlus has a highly compliant, accessible and user friendly platform. The website will be mobile responsive and each page viewed will also be responsive. It is our goal to provide you with a site that can serve as a virtual town hall and allow your citizens, businesses and visitors access the information they seek 24/7 from any device. Our professional trainers will provide full and complete training on the GCMS plus will be on site for effective communication.

Our company is passionate about our mission to help make local government better. We are not just designing a website, we are helping build a trusted and long-term relationship between you and your community through our state-of-the-art technology and process. Our expertise lies in collaborating with our clients to deliver the right solution, housed within a sophisticated and custom design that captures the culture of your community.

The following information will show you how the CivicPlus solution will reduce your staff's workload, respect your available budget and most importantly provide your community with a powerful online resource. A resource that promotes open and transparent access to your municipal offices and becomes an engaging communication hub for your community.

Please review our proposal closely. We encourage you to contact our references and find out for yourself their experiences working with CivicPlus. We think you will be impressed. With CivicPlus, you will save time, resources, and dollars by moving your communications online and your citizens will find what they need, when they need it. We look forward to working with you and your staff to help make your vision become a reality.

Sincerely,

John Pugh, Regional Sales Manager
Pugh@CivicPlus.com, Direct Line 785-323-7160
302 S. 4th Street, Suite 500, Manhattan, KS 66502
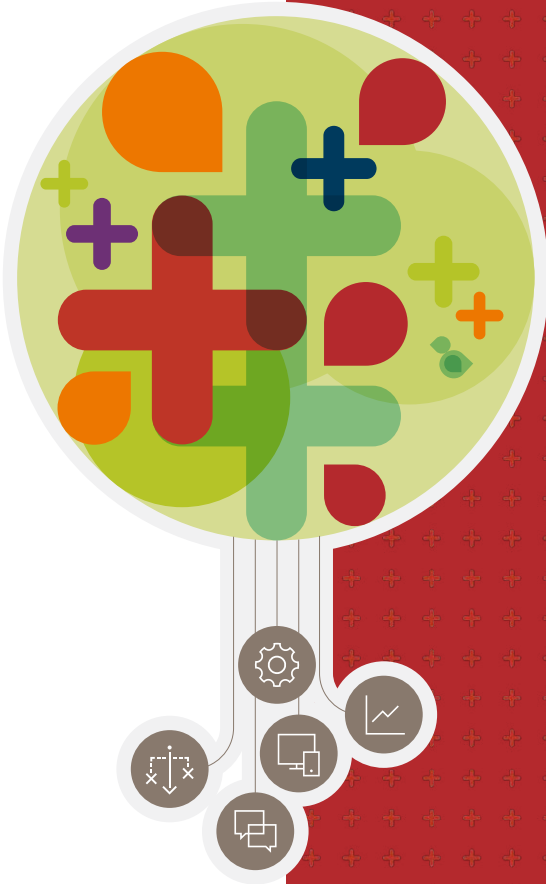
TABLE OF CONTENTS

Davidson, North Carolina

www.ci.davidson.nc.us

Cristina Shaul
Public Information Officer
704-940-9602
cshaul@townofdavidson.org

CivicPlus provided website redesign, content migration and optimization, training and on-going support, maintenance and hosting.

. . . .

EXPERIENCE & CLIENT REFERENCES

. . . .

We have assisted more than 2,000 clients throughout the United States, Australia and Canada with the design, implementation and hosting of new, engaging, innovative and functional websites. Included are just a few examples of relevant sites, similar in scope to your project, which we have designed. But don't take our word for the success of these sites. Contact our clients and let them tell you about their experiences working with CivicPlus. Want to see more? Just let us know…we have about 2,000 we can share with you!

HEAR FROM OUR CUSTOMERS

"Converting our old web site in to the modern County web presence would have cost more in time and frustration than the reasonable cost associated with hiring CivicPlus consulting staff to lead the way."

Snohomish County, WA
David Stroble
Business Analysis & Project Management Team
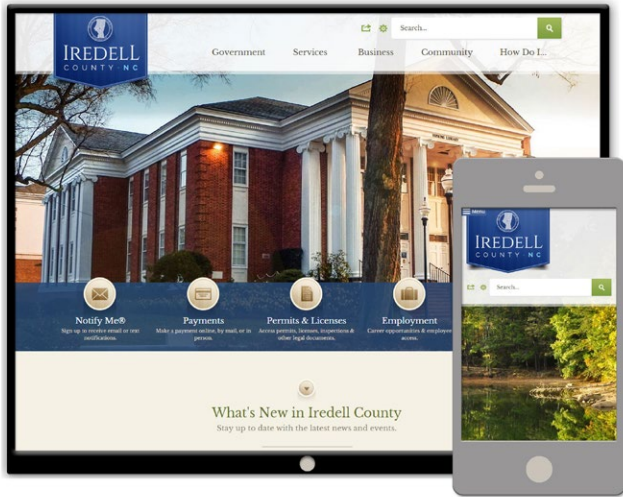
Iredell County, North Carolina

www.co.iredell.nc.us

David Lutz
Webmaster
704-878-3061
dlutz@co.iredell.nc.us

CivicPlus provided website redesign, content migration and optimization, training and on-going support, maintenance and hosting.

Burlington, North Carolina

www.ci.burlington.nc.us

Rachel Hawley Kelly
Public Information Officer
336-222-5076
rkelly@ci.burlington.nc.us

CivicPlus provided website redesign, content migration and optimization, training and on-going support, maintenance and hosting.

Durham, North Carolina

www.durhamnc.org

Ron Ferrell
Senior Public Web Content Editor
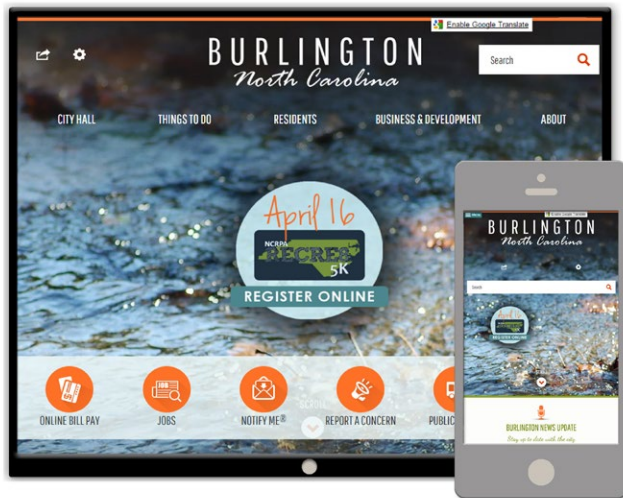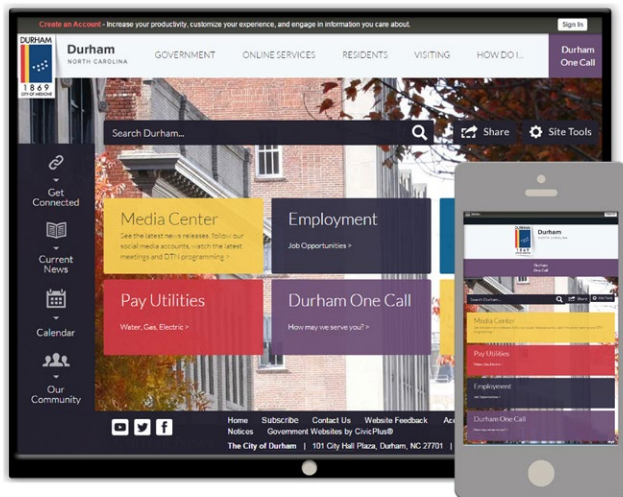919-560-4122 x 33229
ron.ferrell@durhamnc.gov

CivicPlus provided website redesign, content migration and optimization, training and on-going support, maintenance and hosting.

HEAR FROM OUR CUSTOMERS

"A company is created by its people. The CivicPlus staff is phenomenal. CivicPlus is going to understand what your town means to you and your residents and how you want your town or city to appear. They are just as passionate about promoting your area as you are."

Castle Rock, Colorado
Karen McGrath

COMPANY INFORMATION & EXPERIENCE
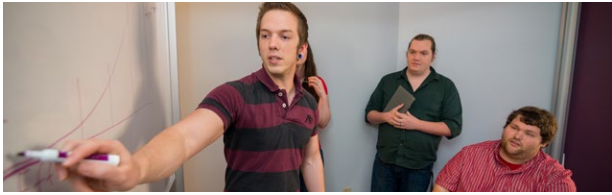
For the past 17 years, CivicPlus has offered the unique provider of CivicEngage content management system—the most innovative, user-friendly and comprehensive source for engaging Government websites. Our clients' solutions are based on the latest in web coding technologies. They function across all major browsers, platforms (including mobile) and incorporate engaging features such as social media integration.

Today, under the leadership of founder Ward Morgan, CivicPlus has more than 200 staff members and continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our more than 2,000 clients with over 50,000 users and over 50 million visitors (and counting!).

Our commitment to setting the standard in website design, management and government communication has been instrumental in making CivicPlus a leader in web design, communication programming and hosting.

CivicPlus was recently recognized as one of the top 100 leading companies…"that are making a difference in the state and local government market...to improve or transform government, or...having created new models for delivering services" by the respected, industry publication _GovernmentTechnology_. Ensuring the services we provide are respected, tested and enduring.

We consider it a privilege to partner with municipalities such as yours to provide your community a website that will serve your needs today and in the future.

Your new website will convey a sense of place for your community, be visually appealing and utilize the latest technology to provide a convenient source of information to communicate and engage your community – so they can find the information they need, when they want it.

RESOURCES & PROCEDURES

Kick-Off Meeting

During the initial kick-off meeting, you will meet your project manager to establish your project timeline, review the startup kit and discuss the takeaway items that need to be completed. Your project manager will discuss the implications of deadlines and the expectations required to keep the project on track.

Phase 1: Website Optimization

Review Needs

We will review where you are now and discuss where you want to go.

Functionality, Design & Content

We will review how you want your website to look, feel and function.

Best Practices

We will discuss our CivicPlus content best practices and standards.

Phase 2: Website Layout

Based on your results and goals outlined during the website optimization phase, your project team will collaborate to present the most effective user interface for your website, ensuring a flexible design optimized to display in any format now and in the future.

Deliverables Include:

- Layout: You will be presented with a custom layout that showcases the placement of your navigation and key functionality. Very similar to the floor plan of a house, the layout will allow you to focus on where things are and if the function and proportion of the space is adequate.
- Global Navigation: Simple navigation and consistent page layouts ensure that your visitors can easily find the information they

seek. We'll provide you with a best practice navigation for your new website based on your community engagement goals and our prior experience in working with government entities.

- Mood Board: Your Project Team will also present a custom mood board reflecting the color and imagery that will set the tone for your design. A mood board is a collection of colors, textures, images, graphics, text and descriptive words. These items will be applied to the floor plan you choose. Think of this as the paint that will be used on the canvas that you have chosen.

Phase 3: Website Reveal

Your Project Team will present your layout, functionality and design based on your goals, our recommendations and our combined vision.

Content Development

During the Kick-Off Meeting and Phase 1 your staff has the role of updating the content on your current primary site. While you are making design decisions, our content development team will optimize and reorganize your content based on CivicPlus best practices. Content from sites other than the primary site can be migrated to the new primary site for an additional fee.

The CivicPlus content usability experts research and establish their standards from the following resources: Jakob Nielsen, www.Usability.gov and www.HowTo.gov. We will format and reorganize your content so it is easy for visitors to quickly scan and retrieve desired information. There is no limit to the pages you can create after you have gone through training.

Average Project Timeline 16-24 Weeks

KICKOFF

PHASE 1

Timeline 4-6 Weeks

PHASE 2

Timeline 3-5 Weeks

PHASE 3

Timeline 3-5 Weeks

PHASE 4

Timeline 3-4 Weeks

PHASE 5

Timeline 3-5 Weeks

Design Review

You will have the opportunity to evaluate and collaborate with the Project Team on proposed changes. You can revise your design composition up to the deadline that you and your project manager agree upon during the timeline meeting (the average client requests a total of three). After that deadline, your project's Go Live date will be adjusted. Following design approval and functionality development, we conduct a review to ensure your expectations are met and website best practices are upheld. Custom designs are rarely produced in anticipation of a project. Copyright authorization and/or photography production are required unless you already have quality, usable photographs.

Accessibility Compliance

There are two accessibility standards applicable to local government: Section 508 of the Americans with Disabilities Act and Web Content Accessibility Guidelines (WCAG) 2.0. With more than 2,000 local government clients, accessibility compliance is a topic we take seriously. As a leader in the local government space, CivicPlus references the more robust WCAG international standard for accessibility compliance. We provide highly compliant sites based on WCAG 2.0 A and AA, which encompasses and surpasses ADA Section 508 requirements. We will make recommendations on best practices for keeping your content accessible and available for all users by ensuring that, among other things:

- All menu items are clickable
- Submenus display throughout the site
- Alt tags are used for images
- Site maps are dynamically generated
- Documents and links can be set to open in the same window

With our commitment to ongoing code-base updates and compliant content standards, we've got you covered.

Phase 4: Customized Training

Our goal for training is to give your staff the skills and tools they need to quickly and easily keep your website current. Trainers will work with you to ensure your staff is correctly trained. Before your site is launched, CivicPlus provides in-person or online webinar training to equip your staff with the knowledge, tools and comfort level needed to maintain the site's integrity upon Go Live.

Regardless of technical ability, we will help your staff gain the confidence to effectively maintain your website.

Phase 5: Go Live

This is an exciting time; it is the last step before your new site launches! Your Project Team will provide you the information you need to prepare your site for Go Live.

Testing and Review

You typically have three weeks after training to become familiar with your site. This will allow you to add, create and make adjustments to content on your production site, as well as ensure overall satisfaction with your website. Content changes will display and function the same way before and after your Go Live date.

Upon completion of a collaborative final review of the website and a final spelling and links checkup by our Quality Control Team, your domain name is directed to the newly developed website.

You are now a part of the CivicPlus family and will continue to receive both technical and consultative support from our support and account management team.

Your Role

We will need your help to create the strongest possible website for your community. During the process, you will have homework. Yes, homework! We will need you to:

Assess Your Current Website

For the best consulting experience possible the following takeaways need to be completed prior to your consulting:

- **Functionality and Design Form** - Prior to starting this form, research other websites that you like based on functionality and design elements. Provide URLs and specifics about what you like. This form also asks for details on your community's tagline, logo and branding.

- **Web Team Form** - Prior to starting this form, please have an understanding of your project goals, focus and expectations. This allows your CivicPlus project team to develop a site specific to your needs and lays the foundation for developing a highly functional information architecture.

- **Content Form** – The information that you provide on this form will also help our content development professionals to assess your wants and needs.

Clean House and Update Content

We will need you to update the content on your current primary live website. This step is critical to guaranteeing the information available is relevant, fresh and on-point. Your staff should delete any pages from your current website that you no longer want or need and ensure the remaining information is applicable and up-to-date.

Gather Photos and Logos

Collect pictures that will be used in the overall design and logos or branding that should remain consistent.

Department List

Provide a list of all departments in your organization.

Website Statistics

Provide statistics from your current site for the previous 12 months along with a list of all pages and downloaded documents.

Site Map

Provide the outline of your current site's navigational structure.

External Application List

Supply a list of all third-party or in-house applications being utilized.

Verbatim Content

Compile a list of any content on your current website that must be migrated verbatim to your new site.

Update Internet Browsers

Average Project Timeline 16-24 Weeks

KICKOFF

PHASE 1

Timeline 4-6 Weeks

PHASE 2

Timeline 3-5 Weeks

PHASE 3

Timeline 3-5 Weeks

PHASE 4

Timeline 3-4 Weeks

PHASE 5

Timeline 3-5 Weeks

USER EXPERIENCE

Web usability is the ease of use of our websites and products. Some of our broad goals of usability are the presentation of information in a clear and concise way, a lack of ambiguity and the placement of important items in appropriate areas.

We have an ever growing system and all new development is created with the following five goals.

- Learnability: How easy is it for users to accomplish basic tasks the first time they encounter the design?
- Efficiency: How fast can experienced users accomplish tasks?
- Memorability: When users return to the design after a period of not using it, does the user remember enough to use it effectively the next time, or does the user have to start over again learning everything?
- Errors: How many errors do users make, how severe are these errors and how easily can they recover from the errors?
- Satisfaction: How much does the user like using the system?

We also try and teach our clients these same goals to ensure their content is as important to their community as they are to us.

Usability plays a role in each stage of our design process. To identify a websites most important usability concerns, user testing is the most useful. We do extensive user testing to observe what the users do, where they succeed, and where they have difficulties with the user interface.

We refine the design ideas that test best through multiple iterations, gradually moving from low-fidelity prototyping to high-fidelity representations that run on the computer. Then we test each iteration. Once we decide on and implement the final design, we test it again. The only way to a high-quality user experience is to start user testing early in the design process and we keep testing every step of the way.

SCOPE OF WORK & PRICING

As detailed in the included Scope of Work, Asheville's project development includes:

Website Design, Development & Deployment

- CivicEngage Content Management System (including upgrades, maintenance and support)
- Migration of 314 pages of existing content
- Included Hosting and Security
- Hosting server storage not to exceed 40 GB

Professional Consulting Services & Training

- Three (3) Days On-Site Customized Training (for up to 12 staff members)
- One (1) Day On-Site Project Kick-Off

Project Enhancements & Functionality

- CivicMedia (with 10 GB of storage)
- LDAP Authentication & Integration
- CivicPayments (Standard Volume $65,000; 2.95% transaction fee)

Total Investment - Year One

$29,670

Annual Hosting/Maintenance Services Fee

allows you to receive maximum benefit at minimal cost while protecting your investment. Each year of your contract, you'll receive system enhancements, maintenance and optimization and have full access to our support staff so your site stays up-to-date with our latest features and functionality. Your annual services fee includes redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, system enhancements, recurring training, and access to the CivicPlus community. *The Annual Hosting/Maintenance Services Fee is subject to a cumulative annual 5% technology fee increase beginning Year 3 (for non-CPA payment projects) and beyond.*

$9,720

Alternate Payment Option

CivicPlus Advantage (CPA)

This alternate payment plan provides zero interest, level payments that divides the *Total Investment - Year One* expense of your project over the first three (3) years of your contract. Each payment also includes your Annual Hosting/Maintenance Service Fee. Our CivicPlus Advantage payment plan lowers your initial "out of pocket" expenses dramatically.

Below outlines Asheville's yearly payments (with a four-year contract) with the CivicPlus Advantage payment plan option.

1st Year CPA Payment	$16,370
2nd Year CPA Payment	$16,370
3rd Year CPA Payment	$16,370
4th Year (annual + 5% Technology Fee)	$10,206

All quotes are priced per project and presented in US dollars. Pricing is valid for 60 days from February 12, 2016.

CivicPlus Redesign Guarantee

At the end of your fourth year of continuous service with us, you are eligible to receive a basic website redesign with no further out-of-pocket expense. Your website stays current and doesn't need to be re-built from the ground up again!